



Staff Report PR & Marketing Report

Industry Newsletter:

- No E-News out in Feb. Spring edition will be out in late March

Recent Media Publications:

- Touring and Tasting (Spring/Summer 2018)
- Smart Meetings.com, Carolyn Koenig
- Cathay Pacific Airlines Mag, Aaron Miller
- Wander with Wonder Blog and Upscale Living Magazine, Tracy Beard

PR Deskside trips:

- San Francisco Desksides, March 5-8th. Becca and Stephen connected with 13 media
- Seattle Deskside March 19-23rd. Kara and Casey connected with 10 media

FAM Trips

- No March FAM trips
- Upcoming FAMs: April 10-13 RDMO Tour, April 13-16 Kim Cooper-Findling (Family friendly opportunities in wine country)
- 2018 Potential FAMs: Lee Daley, IFWTWA, Lavi Nair, Lauren Bonney (*Diablo Mag*)

Website performance: SEO Results for March 2018:

- Unique Visitors: 8983
- Organic Page Views: 11,020
- Pages/Sessions: 2.38
- Bounce Rate: 41.79%
- Avg. Session Duration 03:09

Please note: These are our first numbers from the new website launch. They are exciting! They are similar to our previous numbers, but up slightly (good news) one of the top searched pages was a weekend itinerary. This means we aren't losing any traffic with the reskin. We hope to see these numbers improve.

Social Media performance:

- Facebook: **Fans:** 50,010
- Facebook Promotion:
- Twitter: **Followers:** 7,234
- Instagram: **Followers:** 4,492



Willamette Valley
OREGON WINE COUNTRY



View Results ×

Targeting: You targeted men and women, ages 21 - 45 who live in 1 location.
[Show full summary](#)

Duration: This promotion ran for **7 days**.

Budget: Your total budget for this promotion was **\$100.00 USD**.

4,792 People Reached [?]	7,669 Engagements [?]	\$100.00 Total Spend [?]
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Actions | People | Countries

Video Views 7,669

DESKTOP NEWS FEED | **MOBILE NEWS FEED** | **MORE** ▾

16 Likes 5 Shares